

**WHAT IS CLAIMED:**

1 *Drawn* 1. A shelf for supporting and displaying elongated products adjacent one face  
2 of a substantially transparent panel comprising:

3 (a) a support panel having a first face lying in a substantially vertical  
4 plane and defining a lower edge, first and second laterally opposed end edges, and an  
5 upper edge;

6 (b) a floor having a top face lying in a substantially horizontal plane  
7 substantially normal to and intersecting said vertical plane above the lower edge of  
8 the support panel and defining the upper edge of the support panel for a substantial  
9 portion of the lateral distance between the laterally opposed ends of the support panel;  
10 and

11 (c) a containment wall extending upwardly from the top face of said  
12 floor with a substantial portion thereof spaced horizontally from and substantially  
13 parallel with the plane of said first face of said support panel.

1 2. A shelf as defined in Claim 1 wherein said support panel displays  
2 advertising material on a portion of the front face thereof between said lower edge and  
3 said upper edge.

1 3. A shelf as defined in Claim 1 wherein said containment wall includes a  
2 plurality of sections with each section shaped to define a containment compartment  
3 for an individual product.

1 *2* 4. A shelf as defined in Claim 3 wherein said containment wall comprises a  
2 plurality of joined semi-cylindrical sections.

1       3  
2       5. A shelf as defined in Claim 3 wherein said containment wall includes a  
2 plurality of arcuate-shaped dividers.

1       6. A shelf as defined in Claim 1 wherein said floor includes a plurality of  
2 dividers formed in and/or projecting from the top surface thereof defining  
3 containment compartments for a plurality of individual products.

1       4  
2       7. A shelf as defined in Claim 1 wherein said containment wall includes a  
2 plurality of substantially parallel vertically aligned slots.

1       5  
2       8. A shelf as defined in Claim 7 wherein said floor includes slots joining and  
2 defining horizontal extensions of said vertically aligned slots.

1       6  
2       9. A shelf as defined in Claim 7 wherein said vertically aligned slots extend  
2 the full vertical height of said containment wall and divide said containment wall into  
3 a plurality of substantially vertically extending fingers.

1       10. A shelf as defined in Claim 1 wherein at least the upper portion of said  
2 containment wall is curved outwardly in a direction away from the substantially  
3 vertical plane of said support panel.

1       7  
2       11. A shelf as defined in Claim 1 wherein each end of said containment wall  
2 joins said support panel at a position interiorly spaced from said first and second  
3 laterally opposed edges and said support panel extends upwardly from the plane of the  
4 floor and outwardly from the ends of said containment wall to define support flanges  
5 having first faces coplanar with said first face of said support panel.

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- 1      12. A shelf as defined in Claim 11 including at least one mounting slot in  
2      each said support flange.

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- 1      13. A shelf as defined in Claim 12 wherein said mounting slot defines an  
2      entrance at the lower edge of the support flange.

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- 1      14. A shelf as defined in Claim 12 wherein said mounting slot defines an  
2      entrance at the outer edge of the support flange.

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- 1      15. A shelf as defined in Claim 12 wherein said mounting slot defines an  
2      entrance at the edge of the support flange which joins the containment wall.

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*16*

16. The combination comprising:

2                   (a) a substantially transparent wall having first and second oppositely  
3 disposed and substantially vertically aligned faces; and

4                   (b) a shelf for supporting and displaying elongated products adjacent  
5 the first face of said substantially transparent wall comprising:

6                   (i) a support panel having a first face lying in a substantially  
7 vertical plane and defining a lower edge, first and second laterally opposed end edges,  
8 and an upper edge;

9                   (ii) a floor having a top face lying in a substantially horizontal  
10 plane substantially normal to and intersecting said vertical plane above the lower edge  
11 of the support panel and defining the upper edge of the support panel for a substantial  
12 portion of the lateral distance between the laterally opposed ends of the support panel;

13                   (iii) a containment wall extending upwardly from the top face  
14 of said floor with a substantial portion thereof spaced horizontally from and  
15 substantially parallel with the plane of said first face of said support panel; and

16                   (iv) means attaching said support panel to and substantially  
17 parallel with the first face of said substantially transparent wall.

*13*

1                   *17*. The combination defined in Claim *16* wherein said substantially  
2 transparent wall forms at least part of one wall of a refrigerated vault.

*14*

1                   *18*. The combination defined in Claim *16* wherein said substantially  
2 transparent wall forms at least part of a door.

*13*

1        15              12  
1        19. The combination defined in Claim 16 further comprising a plurality of  
2        substantially cylindrical containers arranged substantially vertically on said floor and  
3        visible through said substantially transparent wall.

1        16              12  
1        20. The combination defined in Claim 16 further comprising a plurality of  
2        elongated products arranged substantially horizontally on said floor and visible  
3        through said substantially transparent wall.

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